

**Subject:** This week from CCA (CCA Delivers - July 21, 2016)<bounce-mc.us4\_7505613.267701-jmarino=downtownla.com@mail68.atl71.mcdlv.net>  
**From:** "Central City Association" <jhowland@ccala.org>  
**Date:** 07/21/2016 03:32 PM  
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CCA Delivers  
July 21, 2016

CCALA.org

### Inside This Issue:

- \* Housing, Land Use and Development Committee
- \* Homelessness Policy Committee
- \* CCA CEO Search

## EVENTS CALENDAR

**THURSDAY, JULY 21**  
5 p.m. – 7 p.m.

**DISASTER RESPONSE IN LOS ANGELES**  
California Hospital Medical Center

**WEDNESDAY, AUGUST 3**  
5 p.m. - 8 p.m.

**CCA CHIEFS OF STAFF RECEPTION**

## COMMITTEE CALENDAR

**THURSDAY, AUGUST 11**  
8 a.m. - 9:30 a.m.

### TRANSPORTATION, INFRASTRUCTURE & ENERGY

*Topics:* Metro's November Transportation Sales Tax Measure; Link Union Station

*Special Guests:* Pauletta Tonilas, Metro; Tom Kim, HDR Engineering, Vincent Chio, Metro, and Michele Arce, MBI.

## Housing, Land Use and Development Committee

This week we heard from David Ambroz regarding the future of land use in Los Angeles. Ambroz, President of the City Planning Commission (CPC), spoke to CCA members about accomplishments and challenges in Los Angeles. CCA members also received a briefing from Simon Pastucha of City Planning about the Small Lot Update.

Ambroz shared with the crowd his unique perspective. He is a former land use lawyer who spent most of childhood homeless. This perspective allows him to see the complexity of land use issues and encouraged the audience to do the same. He asked the business community to become more engaged and to approach him with new policy recommendations that would advance the city.

Ambroz discussed some of the major accomplishments that he has led at CPC, including the Housing Element, Health & Wellness Element, Mobility Element, Short Term Rentals Ordinance and the Park Fee Update. He also encouraged the architects in the room to get involved with City Planning's Professional Volunteer Program (PVP) which provides advisory design review to project applicants. Creative design and affordable housing are priorities that Ambroz would like to see reflected in development projects.

In 2005, the City of Los Angeles adopted the Small Lot Ordinance to promote infill, ownership housing. Since its adoption, it has entitled approximately 3,185 units with about 33% of these recording tract maps. Recordation generally means the project will be built. Despite the small percentage of new housing represented by small lots, there have been concerns raised by community members and elected officials about their compatibility with neighborhoods. In response, City Planning began the Update.

The Update is expected to be considered at CPC in late summer and includes revisions to set back standards, open space requirements, guest and bike parking requirements. The Small Lot design guidelines and map standards are also being updated

## CCA IN ACTION

This week, CCA participated in a round table discussion convened by the City of Los Angeles to address the Affordable Housing Nexus Study. The study is being led by the Department of City Planning and the Housing & Community Investment Department. The City has retained BAE Urban Economics and Place Works as project consultants and they shared preliminary findings at the round table discussion.

The nexus study is being prepared to establish a relationship between new development and the demand for affordable housing in accordance with the California Mitigation Fee Act. The City is seeking to charge a linkage fee to new commercial, residential and industrial development to mitigate impacts of new low wage workers. The fee cannot be used to address existing deficiencies and it can only be calculated based on the need it creates.

According to the preliminary draft recommendations, the fee for non-residential development will be based on the percentage of low wage workers per 100,000 square feet. The recommendations do take into account the differing job numbers based on land use.

The draft recommendations base the residential development fee on a per unit calculation and vary based on residential type. The study is considering multi family, single family, condominiums and townhomes.

**CCA advocated for a flexible**

and will become effective after the ordinance is approved by City Council.

CCA thanks **David Ambroz** and **Simon Pastucha** for their remarks.

For more information, please contact CCA's Managing Director of Legislative Affairs and Government Relations, [Marie Rumsey](#).

## Homelessness Policy Committee

At CCA's Homelessness Policy Committee, members heard from Phil Ansell regarding L.A. County's proposal to place a marijuana tax on the November countywide ballot. Members also learned about L.A. City's Homelessness Reduction General Obligation Bond that will be placed on the November citywide ballot. Both proposals will require 2/3 voter approval.

CCA members did not take a position on the Marijuana Tax since there are still many outstanding issues with it. Namely, in order for the Marijuana Tax to generate significant revenue estimated from \$78-\$130 million annually, voters statewide will need to approve the use of recreational marijuana, which is also on the November ballot. As proposed, the countywide proposal would establish a business tax at a rate up to ten percent of gross receipts. If approved, the funds would primarily be used to provide supportive services and rental subsidies to homeless individuals.

Yolanda Chavez, the Assistant City Administrative Officer, presented an overview of the General Obligation Bond and how it will be utilized. The bond is up to \$1.2 billion and will be issued over a ten year period to support the construction of permanent supportive housing, temporary shelter, storage facilities and affordable housing. The bond will be secured with an increase in property taxes at an average rate of \$9.84 per \$100,000 in building valuation. CCA supported the bond and has asked the City to engage the development community when developing the robust finance and facilities program it will support. Members encouraged the City to look past traditional models of 100% affordable housing developments and to develop a model that would allow for blended projects.

CCA thanks **Phil Ansell** and **Yolanda Chavez** for their remarks.

For more information, please contact CCA's Managing Director of Legislative Affairs and Government Relations, [Marie Rumsey](#).

## CCA CEO Search

**approach that allows residential developers to fulfill the linkage fee requirement by producing affordable housing. We also asked that the City continue to engage the development community as the study and accompanying ordinance are developed.**

The nexus study and ordinance are expected to be released this September. There will be public hearings as the ordinance requires approval by the Los Angeles City Council.

For more information, please contact CCA's Managing Director of Legislative Affairs and Government Relations, [Marie Rumsey](#).

## NEW MEMBERS

[Eko Eats](#)

## CCA MEMBERS IN THE NEWS

"There were a lot of delays, and it was more complex than I could've imagined, but Spring is the restaurant we dreamed of." Yassmin Sarmadi, Spring Restaurant. [Downtown News](#), July 20, 2016. "[Tony Esnault and Yassmin Sarmadi Are the Culinary Power Couple Behind Spring.](#)"

"This was a bittersweet decision because I truly am invested mentally and emotionally in the area. This job makes you tougher, smarter and confident, and I'm forever grateful for that." Raquel Beard, Central City East Association. [Downtown News](#), July 15, 2016. "[Central City East Association Head Leaving.](#)"

"The current ordinance is outdated and does not provide a useful mechanism for developers to partner with the city to create more much-needed park space and improve livability for all of Downtown Los Angeles' residents." Paul Keller, Mack Urban.

As you are aware, Carol Schatz will be transitioning out of her leadership role with Central City Association of Los Angeles. The Management and Operations Committee of CCA has established a Search Committee and retained the firm of Morris & Berger to partner with us in identifying the next Chief Executive Officer of CCA.


Based on collective feedback from staff and the Search Committee, Morris & Berger has developed a position description, which is [available here](#).

We wanted you to be aware of the search and encourage you to share the position description with others who might be interested in the opportunity. If you have any questions or would like to nominate someone for the position, please contact [Karin Berger Stellar](#) and [Jay Berger](#) at Morris & Berger, who are conducting the search (818) 507-1234.

[Downtown News](#), July 18, 2016  
"Another View on Quimby Fee Hikes."

## CONNECT WITH CCA

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## Membership with CCA

CCA is the leading voice of business on important city and statewide issues. From LAX to Downtown, CCA is considered the Los Angeles business community's most effective advocate and business leader. Our citywide reach on a broad base of issues — including land use, transportation and economic growth — connect you with government and produce quick and effective results that benefit your bottom line. As a CCA member, you also receive personalized issue advocacy and unparalleled access to city, county and state power brokers and decision makers. CCA is aggressively advocating on behalf of the business community.

For more information about membership, please visit [ccala.org](http://ccala.org) or contact CCA Director of Business Development & Marketing, [Nhien Lasky](#).

Central City Association of Los Angeles. Our advocacy strengthens your bottom line.

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